WHAT IS CLAIMED IS:

1. A signal receiving apparatus for receiving a digital satellite broadcasting signal containing at least one of a first broadcast signal and a second broadcast signal, characterized by comprising:

signal receiving means for receiving said digital satellite broadcasting signal;

judging means for judging whether said digital satellite broadcasting signal received by said signal receiving means is the first broadcast signal or the second broadcast signal;

generating means for generating an analog signal with the first broadcast signal in accordance with the judgment result of the judging means;

first output means for outputting the analog signal generated in said generating means from an analog interface;

conversion means for converting the data structure of the second broadcast signal in accordance with the judgment result of said judging means to generate a third broadcast signal; and

second output means for outputting the third broadcast signal generated in said conversion means from a digital interface.

2. The signal receiving apparatus as claimed in 1, wherein the digital satellite broadcasting signal is DSS(Direct Satellite

System) broadcast signal, the first broadcast signal is an SD (Standard Definition) broadcast signal and the second broadcast signal is an HD (High Definition) broadcast signal.

- 3. The signal receiving apparatus as claimed in claim 1, wherein said digital interface is IEEE1394 interface.
- 4. The signal receiving apparatus as claimed in claim 1, further comprising additation means for adding the analog signal with a signal for suppressing copy of the analog signal.
- The signal receiving apparatus as claimed in claim 1, further comprising encrypting means for encrypting the third broadcast signal.
- 6. A signal receiving method for a signal receiving apparatus for receiving a digital satellite broadcasting signal containing at least one of a first broadcast signal and a second broadcast signal, characterized by comprising:
- a signal receiving step of receiving the digital satellite broadcasting signal;
- a judging step of judging whether the digital satellite broadcasting signal received in said signal receiving step is the first broadcast signal or the second broadcast signal;
- a generation step of generating an analog signal in accordance with the judgment result in the processing of said judging step by using the first broadcast signal;
 - a first output step of outputting from an analog

interface the analog signal generated through the processing of said generating step;

a conversion step of converting the data structure of the second broadcast signal in accordance with the judgment result in the processing of said judging step to generate a third broadcast signal; and

a second output step of outputting from a digital interface the third broadcast signal generated in the processing of said conversion step.

- 7. The signal receiving method as claimed in claim 6, wherein the digital satellite broadcast signal is a DSS (Direct Satellite System) broadcast signal, the first broadcast signal is an SD (Standard Definition) broadcast signal and the second broadcast signal is an HD (High Definition) broadcast signal.
- 8. The signal receiving method as claimed in claim 6, wherein said digital interface is an IEEE1394 interface.
- 9. The signal receiving method as claimed in claim 6, further comprising an adding step of adding the analog signal with a signal for preventing the analog signal from being copied.
- 10. The signal receiving method as claimed in claim 6, further comprising an encrypting step of encrypting the third broadcast signal.
- 11. A recording medium recorded with a program which is readable by a computer and serves to process digital satellite broadcasting signal received which contains at least one of

a first broadcast signal and a second broadcast signal, characterized by comprising:

a judging step of judging whether the digital satellite broadcasting signal thus received is the first broadcast signal or the second broadcast signal;

a generating step of generating an analog signal in accordance with the judgment result of the processing of said judging step by using the first broadcast signal;

a first output step of outputting from an analog interface the analog signal generated in the processing of said generating step;

a conversion step of converting the data structure of the second broadcast signal in accordance with the judgment result in the processing of said judging step to generate a third broadcast signal; and

a second output step of outputting from a digital interface the third broadcast signal generated in the processing of said conversion step.

- 12. The recording medium as claimed in claim 11, further comprising an adding step of adding the analog signal with a signal for preventing the analog signal from being copied.
- 13. The recording medium as claimed in claim 11, further comprising an encrypting step of encrypting the third broadcast signal.
- 14. A signal receiving apparatus comprising:

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first input means for inputting an analog signal which is a base band signal of a first broadcast signal;

second input means for inputting a digital signal which is a second broadcast signal;

decoding means for decoding the digital signal to generate a base band signal of the second broadcast signal;

selection means for selecting one of the base band signal of the first broadcast signal input from said first input means and the base band signal of the second broadcast signal generated by said decoding means; and

display control means for controlling an image display corresponding to the base band signal of the first or second broadcast signal selected by said selection means.

15. The signal receiving apparatus as claimed in claim 14, further comprising signal receiving means for receiving a third broadcast signal, wherein said decoding means also decodes the third broadcast signal to generate a base band signal of the third broadcast signal.

16. The signal receiving apparatus as claimed in claim 15, wherein the third broadcast signal is an ATSC (Advanced Television Standard Committee) signal.

17. A signal receiving method comprising:

a first input step of inputting an analog signal which is a base band signal of a first broadcast signal;

a second input step of inputting a digital signal

which is a second broad¢ast signal;

a decoding step of decoding the digital signal to generate a base band signal of the second broadcast signal;

a selection step of selecting one of the base band signal of the first broadcast signal input through the processing of said first input step and the base band signal of the second broadcast signal generated in the processing of said decoding step; and

a display control step of controlling an image display corresponding to the base band signal of the first or second broadcast signal selected in the processing of said selection step.

18. The signal receiving method as claimed in claim 17, further comprising a signal receiving step of receiving a third broadcast signal, wherein said decoding step also decodes the third broadcast signal to generate the base band signal of the third broadcast signal.

19. The signal receiving method as claimed in claim 18, wherein the third broadcast signal is an ATSC (Advanced Television Standard Committee) signal.

20. A recording medium recorded with a program which is recordable by a computer and comprises:

a first input step of inputting an analog signal which is a base band signal of a first broadcast signal;

a second input step of inputting a digital signal

which is a second broadcast signal;

a decoding step of decoding the digital signal to generate a base band signal of the second broadcast signal;

a selecting step of selecting one of the base band signal of the first broadcast signal input through the processing of said first input step and the base band signal of the second broadcast signal generated in the processing of said decoding step; and

a display control step of controlling an image display corresponding to the base band signal of the first or second broadcast signal selected in the processing of said selecting step.

21. The recording medium as claimed in claim 20, further comprising a signal receiving step of receiving a third broadcast signal, wherein said decoding step also decodes the third broadcast signal to generate the base band signal of the third broadcast signal.